

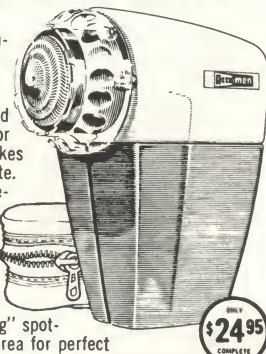
Haverhill's top selection of the month:

This, Gentlemen, is the ultimate shaver

Let us put it another way: The AccuMen is the finest shaver made in the world today. Cordless or otherwise. It makes all others obsolete.

■ Virtually noiseless synchro-engine. ■ Foils and cutters precision honed only in matched pairs. ■ Patented "LumiRing" spot-lights working area for perfect shaves in any light. ■ Vacuum action keeps hair from clothing. ■ World's only shaver rechargeable directly from wall socket—no power cords, no charging units. ■ Lockable—to keep it exclusively yours. ■ Built-in shave counter. ■ Award-winning design. ■ More than a shaver, the cordless AccuMen converts to a complete grooming system with the optional attachments (see coupon). ■ The Price? \$24.95 through Haverhill's. That's all it costs to shave with the finest—AccuMen, the only electric razor that shaves close enough to satisfy "blade men." ■ A product of West Germany. ■ One year guarantee.

Reluctant to buy a shaver by mail? We quite understand. But, please, overcome those inhibitions. Shave with the AccuMen for two weeks. Then, if you don't agree it is "the ultimate" send it back to us. We'll write you a nice thank-you letter and refund your money immediately—palabra de honor!

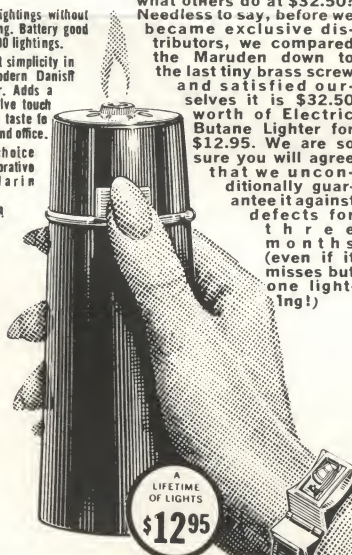


ONLY \$24.95 COMPLETE

How can this electric butane table lighter possibly sell for \$12.95 when comparable lighters run \$32.50?

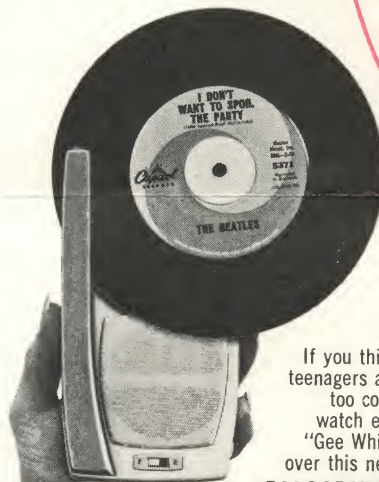
- Electrically (instantly) ignites flame. No flint to strike. No sparks.
- Pre-set flame to desired height for cigarettes, cigars, briars or fireplace.
- Never fails to light first time.
- 2,000 lightings without refueling. Battery good for 4,000 lightings.
- Elegant simplicity in the modern Danish manner. Adds a distinctive touch of good taste to home and office.
- Your choice of decorative Mandarin Red or Fashion Black.

The Maruden Electric Table Lighter is crafted overseas, and is only available direct by mail from Haverhill's. That is why this beautiful wedding of form and function can be presented here at such a price. But—does the Maruden offer at \$12.95 what others do at \$32.50? Needless to say, before we became exclusive distributors, we compared the Maruden down to the last tiny brass screw and satisfied ourselves it is \$32.50 worth of Electric Butane Lighter for \$12.95. We are so sure you will agree that we unconditionally guarantee it against defects for three months (even if it misses but one lighting!)



LIFETIME OF LIGHTS \$12.95

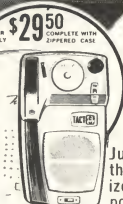
Let us help you get away from the humdrum and ordinary. Be good to yourself or make a handsome gift to someone special. You may choose with complete confidence from this array of Haverhill's top selections of the month, because we absolutely guarantee your complete satisfaction. You can rely on Haverhill's: we keep "Searching the World to bring you the Finest."



The perfect teenage gift. A portable radio that plays records too!

If you think teenagers are too cool; watch em' "Gee Whiz" over this neat 'DISCODINK' Radio/Record Player... for instant discotheque!

Just 7-inches long and 19-oz. light, this battery-powered, transistorized radio/record player fits coat pockets, purses, glove compartments. Great for boats, picnics, camping and instant Discotheques! Plays 33 and 45 rpm records. Picks up all local radio stations. 2 3/4" speaker produces remarkable fidelity. 4.5-volt DC micromotor equipped with governor. Snap-on plastic cover protects against hard knocks. The "DiscoDink" comes with ear-plugs if you desire quiet, private listening. Tu-Tone Ivory and Coral. A real teen-pleasing gift (that parents will want to borrow!) Haverhill's price: \$29.50 (Nationally advertised at \$39.88). Complete with zippered case. Haverhill's guarantees materials and workmanship.



ONLY \$29.50 COMPLETE WITH ZIPPERED CASE

More than just a telescope... More than just a microscope

Emoskop: a complete vestpocket optical system.

ONLY \$12.95 With Case



We went to Wetzlar, Germany (world capital of fine optics) to find such perfection at such a price. Remove the EMOSKOP from its fitted leather case and it is a 30-power microscope. A twist of the wrist converts it to a 2.5-power telescope (ideal for theater, field and sky). Another twist and you have a choice of magnifying glasses: 5-, 10-, or 15-powers! ■ The perfect vestpocket companion for exacting professionals and scientists. Indispensable for students, serious collectors, and all who wish to observe anything more closely and clearly. ■ A most discreet opera glass. ■ If you make a fetish of quality, the EMOSKOP will do you proud. Five coated lenses, fully achromatic, absolutely flat field. ■ As exclusive distributors for Seibert Optical, Haverhill's guarantees your satisfaction without qualification.

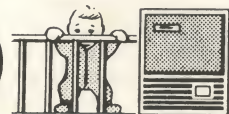
Be in two places at one time...

Listen, talk via intercom



You can keep your eye on the baby while you keep your ear on the child's breathing. This new transistorized InterCom system is sensitive enough to pick up a child's breathing. 101 different uses. Great for two-story homes or where kids' rooms are in another wing (saves screaming—just press the "talk button"), or where Dad has a workshop. Installs in minutes. Trouble-free printed circuits. One Year Guarantee for parts and workmanship. (Also available as one master and 3 sub-stations \$24.95.)

ONLY \$14.95 COMPLETE



INSTANT ORDER FORM

Mail to: Haverhill's, 465 California St., San Francisco, Calif. 94104

Please rush me the following items by insured mail. My complete satisfaction is guaranteed.

- ☐ Emoskop Optical Systems @ \$12.95
- ☐ DiscoDink Radio/Record Players @ \$29.50
- ☐ KE-20 (1 master, 1 sub) Intercoms @ \$14.95
- ☐ KE-357 (1 master, 3 subs) Intercoms @ \$24.95

- ☐ Maruden Lighters @ \$12.95 ☐ Red ☐ Black
- ☐ AccuMen Rechargeable Shaver System @ \$24.95
- ☐ Hairclipper Attachment for AccuMen @ \$4.95
- ☐ Massage and Hairbrush Attachment for AccuMen @ \$4.95

Add \$1.00 to each full shipment for postage and insurance. (Calif. residents add 4% Sales Tax.)

Name

Address

- ☐ Check enclosed
- ☐ Bill Diners' Club Acct. #
- ☐ Bill American Express Acct. #

Haverhill's

Searching the World to bring you the Finest

PLEASE CHECK BACK OF COUPON

Please turn the page for other unusual items

©1965, Haverhill's

PREVIEW OF *Haverhill's* TOP SELECTIONS FROM AROUND THE WORLD

(These arrived too late to be included in this month's "tops" but they are now available to you)

Hot Under the Collar?

**Keep cool with
SOREL**
*the "Designers'
Fan"*

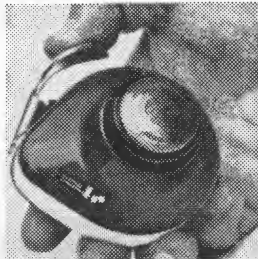


Only
\$12.95

We first saw this beautiful fan in Jacques Yves Cousteau's movie, "World Without Sun." It kept "oceanauts" comfortable in chambers hundreds of feet beneath the tropical sea. We didn't rest until we were able to bring the SOREL to the United States. ■ Solid plastic body and soft, soft plastic blades that can't hurt baby or pets. Tubular chrome frame with rubber cushions for table or wall operation. ■ Two-speed noiseless 110 V. motor runs continuously without overheating and provides gentle but authoritative cooling. ■ If you want comfort and class, choose SOREL, a gem of Italian engineering and design. ■ One-year guarantee on parts and workmanship. Available only through Haverhill's.

Heading for the Boondocks?

**CARRY THE OTAS-tr
AND FORGET ELECTRICITY,
BLADES AND BOTHER.**



Only
\$14.75

complete
with
zippered
leather case,
mirror, etc.

One secret of this hand-operated palm-size shaver is its very advanced "Gyrodyne" inertial motor. It may well be the closest thing yet to perpetual motion. A flick of your thumb sets this freewheeling powerplant to spinning at a cutting speed that equals or exceeds that of the best electric shaver.

■ The OTAS-tr's shaving head is another "secret": it's the same as that of its "big brother", the world famous "AccuMen." Foils are ultra-thin (.0315"). Individually sprung and balanced cutters of finest surgical steel. ■ All this and much more makes short, neat work of tough, long beards—wherever you are... at home or in a pup tent. (At last man has become independent of 110 V. for shaving.)

■ Until now the OTAS-tr has been available only in Europe where it is popular with outdoorsmen and just plain men. At \$14.75 the OTAS-tr will change North America's shaving habits, too. And Haverhill's guarantee* will eliminate any question you may have about buying a shaver by mail.

**If the OTAS-tr isn't everything we've said it is, send it back and we'll do the same with your money and postage... promptly and politely.*

★ ★ ★

If you choose any of these items, just mark this side of the coupon, but be sure to fill in all personal information on the front side.



Save this ad and re-read it before you buy:

ONLY
\$24.75
COMPLETE

- 1 Binoculars
- 2 Spotting Scope
- 3 Telescope

**YOU GET ALL 3 IN THIS
NEW "MONOCULAR" SYSTEM**

The "Bicky" is a new 10-power Prismatic telescope. Do not confuse it with mass-produced tubular (refraction) instruments.

■ Complete with pistol grip, table-top tripod, panning head and car window adapter, soft case and handstrap. ■ Superb 10x30 Kellner Optics. 237 ft. at 1000 yds. ■ Only 5½ inches long—weighs less than 7 ozs. ■ Foam lined gift box. ■ A wonderful gift to yourself or someone special—to see everything ten times bigger and better: "Bicky" Monocular System.

★ ★ ★

The Luxury of Time...



STOWA/316

\$35.00

A stunningly handsome table clock for office or home. ■ Exquisite 17-ruby watch movement. Calendar window. Sweep second hand. Vicolar winding. Shockproof. ■ Sleek precision-machined case in heavy brass, biased for easy viewing. Overall diameter 1⅝". ■ From West Germany. Made exclusively for us to our exacting specifications. ■ An impeccable gift. ■ One year guarantee.

★ ★ ★

Would people buy a "big ticket" item by mail if they could effect substantial savings? We wonder whether we should import the PAROS 707, a truly outstanding, completely solid-state, 4-track stereo tape system. We could sell it to our direct mail customers for less than \$200. Comparable systems, sold through regular channels, cost between \$300 and \$400. Would you please help us with an informal poll and check in the coupon the box or boxes that best apply to you?

CLIP HERE

Please rush me the following items by insured mail. Add \$1.00 to each full shipment for postage and insurance. (California residents add 4% sales tax.)

- ☐ BICKY Monocular Systems @ \$24.75
- ☐ OTAS-tr Dry Shavers @ \$14.75
- ☐ SOREL Designer's Fans @ \$12.95
- ☐ STOWA/316 Table clocks @ \$35.00

Please check the box below if your purchase is over \$30 and we'll send you a little present—a nice MAGNETIC BOTTLE CAP OPENER, solid brass heavily chromed. This is a wonderful gadget for bar and kitchen, and, we believe, available only through us.

CHECK HERE ☐

INQUIRY ABOUT PAROS 707

- ☐ I really don't think people would buy such an expensive item by mail.
- ☐ If they could trust the supplier and had complete return privileges people might buy such an expensive item by mail.
- ☐ I personally might possibly be interested in buying such a tape stereo system and would like to have information as it becomes available.

BE SURE TO CHECK FRONT OF COUPON

WE GLADLY GIFT WRAP AND ENCLOSE YOUR CARD — NO CHARGE



NEW ADDRESS
526 Washington Street
San Francisco, Calif. 94111
Phone: 981-5688

~~465 California Street, San Francisco~~
~~California, 94104~~ YU 1-5688

HOW WOULD YOU LIKE TO TAKE AN AROUND-THE-WORLD SHOPPING TRIP ... without ever leaving home? We have done all of the hard work for you -- have searched and tested, tried and discarded. We bring you today our "Top Selections of the Month" -- those of our items which have outsold all others during the last month.

TAKE THE "EMOSKOP" ... which is pictured on the envelope ...

It is perhaps typical of our way of business -- how we literally "searched the world to bring you the finest". As exclusive distributors of Seibert Optical of Wetzlar, Germany, we introduced the "EMOSKOP" early this year to the U.S. market. It became an immediate success. I sincerely believe that you, too, will be delighted with it and will soon wonder how you ever got along without it. You will use it every time your work (or your hobby) calls for a loupe, a magnifying glass, or a microscope. You will want it with you when you go to the theatre (instead of taking a bulky opera glass), or a ball game.

THE "ACCUMEN" CORDLESS RECHARGEABLE SHAVING SYSTEM ... also from West Germany ...

is another of my great favorites. As our ad says, it is "the ultimate". I know that this sounds like a lot of puffing, but it is really a fact. Take a minute and read carefully through the product features listed. Most of them are unique and are not found on any other shavers in the world ... like the "LumiRing" ... the shave counter ... the locking device ... recharging without power cords or transformers... and so many others. *You can have all kinds of marvelous attachments, automobile chargers, etc.*

But the real miracle of the "ACCUMEN" is in the shave itself. The incredible shaving head is two and a half times as large as that of the only other rotary shavers successfully selling in the United States today. The cutters are not cast of one piece, but of four individual sprung and balanced surgical steel blades and they work through the thinnest foil found on any shaver. *(only 0.0015" !!)*

It isn't the easiest thing in the world to sell shavers by mail, because it's such a personal matter ... so we have a standing offer to let anybody try the "ACCUMEN" for two weeks (or longer if they wish). If, for any reason at all, they don't agree that it is indeed "the ultimate", they may send it back for an immediate refund. (Thus far, we haven't had a single one returned!)

HOW ABOUT YOU? If you are not really happy with your present electric shaver, or if you are a "blade man" and convinced that you just cannot get a good shave with a dry shaver ... try the "ACCUMEN" at our risk! ... I promise you that you will be amazed ... really! ... If you are not, just send it back.

THE "MARUDEN" ELECTRIC BUTANE LIGHTER ...

comes to us from Japan. Our ad tells the whole story: It is beautiful, practical, functional ... and a tremendous bargain!

By the way, the ad mentions only two colors: red and black. We have a very few in a rich, glowing, canary yellow. You may have one of these by writing the word "yellow" on the coupon; be sure, though, to mark a second color choice in case we are out.

This letter is turning out to be a little longer than I had planned, so I will be brief about the other two items we are offering as "tops" for this month:

THE "KE-20" INTERCOMS ... and the "DISCODINK" ...

They are the only two items that we carry that are not exclusive with us (which is not quite in line with our policy). But we took them on because they are so outstanding and because we can bring them to you at such an exceptional price.

THE "KE" is a fully transistorized intercom system for home, office, or plant. It is bound to make your life easier ... no more shouting, no more running back and forth. We have the "KE-20" (one master, one substation) and the "KE-357" (one master, three substations).

THE "DISCODINK" is without doubt the greatest teenage gift ever made. (Any graduations, good report cards, birthdays, Bar Mitzvahs coming up in your family?) A fully transistorized radio/record player ... really outstanding! We sell it for \$29.50. You may have seen it advertised for \$40.00 or more.

To my knowledge, there is really nothing else like it.

TAKE THAT ARMCHAIR SHOPPING TRIP AROUND THE WORLD WITH US ...

Browse through our top selections and choose from these beautiful items, either for yourself or for someone special.

Just fill in the coupon and stick it in the prepaid envelope. We will rush your order right away and we guarantee you'll be pleased.

Sincerely,

HAVERHILL'S

Gerardo Joffe
Gerardo Joffe, President

P.S. Please be sure to turn to the last page for some wonderful items that arrived too late to make the "tops" this month. Also, please notice our special gift offer.

HAVERHILL'S

NEW ADDRESS

526 Washington Street
San Francisco, Calif. 94111
Phone: 981-5688

January 7, 1966

Dear Sir:

This is in response to your recent inquiry about our EMOSKOP Vest Pocket Optical System.

I wish I could send you extensive literature on this optical device, but unfortunately the only literature available is in German and therefore not too helpful. I am sending you herewith, however, the operating instructions for the EMOSKOP which should give you a pretty clear idea.

The EMOSKOP is a 5-lens system which in its different combinations can be used as a 2.5 x telescope; a 5x, 10x, 15x magnifier; and, finally as a 25x to 30x microscope.

Items similar to the EMOSKOP appear on the market from time to time. The distinction of the EMOSKOP, however, lies in its unusual optical performance. The EMOSKOP is fully color-corrected and the visual field is absolutely flat in all modes of magnification; there is absolutely no distortion to the very edges of the field.

While the EMOSKOP is very handy as a pocket telescope, opera glass, etc., its main function is as a pocket microscope in which its performance is really outstanding. It is of particular use to photographers, who use it primarily for inspection of ground glass images and of black-and-white and color negatives. It also has unique application in the graphics field for inspection of plates, proofs, black-and-white and color half tones, paper quality, etc., etc.

We are the exclusive importers and distributors of the EMOSKOP in the United States. It is not available from any other source. Its price is \$12.95 plus \$1.00 postage and insurance. (California residents please add \$.52 sales tax.)

We are certainly looking forward to hearing from you and to having your order for the EMOSKOP.

Also, in view of your interest in our products, we send you herewith our current mailer in which you may see some other items for your personal use or for gifts. Since you are interested in optics, let me call your attention to our BICKY Monocular System (\$24.75 - plus \$1.00 insurance and postage if ordered by itself).

Sincerely yours,

HAVERHILL'S

Gerardo Joffe
Gerardo Joffe, President

P.S. When you place your order, could you please let us know in which publication you learned about the EMOSKOP. This will help us assess the productivity of different media. Thank you.